



cc: RCF
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DMs
Parr

R. C. Farmer
Region Sales Manager

c/m: 11-30-95

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November 30, 1995

TO: Division Managers

SUBJECT: SF 2000 Sales Representative Productivity

Gentlemen:

In an effort to gauge the progress of Region Sales Representatives relative to reaching our SF 2000 call count and sales objectives, their activities for the period of October 16th through November 10th was analyzed. During this time frame each Divisions results were reasonably stable from week to week. Hopefully, this is an indication that the Sales Representatives have settled into their jobs and are ready to take it to the next level.

The following points need to be stressed with your Sales Representatives to get there:

- Focus on increasing call count and selling product versus non selling activities.
- A full understanding of their objective of making 10 plus calls per day and selling 30 to 60 cartons per call made.
- Proper planning to ensure their work is efficiently organized and well thought out.

Keep in mind when looking at the results that each Division has been confronted with different challenges during the last two months. Each Division is at a different stage of progression working the new sales force structure. The intent of this information is to provide you with feedback of what you have achieved and set a benchmark as we move forward. By building on the strong base you and your Sales Representatives have achieved, we can expect greater results against our objectives. It is realistic to expect that by the end of the year we can be achieving 9 plus calls per day and 40 plus cartons sold per call. This is the next level of results to strive for during this time period.

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	<u>Average Calls Per Day</u>	<u>Cartons Sold Per Call</u>
Syracuse	7.4	50
Albany	8.9	19
Buffalo	10	18
Springfield	8	24
Nashua	8.5	33
Region	8.6	29

Sincerely,

Roger Farmer
Region Sales Manager

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